

REMARKS

Independent Claims 1, 4, 8, 11, 14, 15, 16, 19, 22 and 23 have been amended to overcome the rejections under 35 U.S.C. §103(a) as being obvious and unpatentable by the **GRASSO '211** patent in view of the **BRYANT 'GB203** patent, and in further view of the **HENSON '383** patent. These Amended Claims now distinguish over the cited patents of **GRASSO '211**, **BRYANT 'GB203** and **HENSON '383**.

Referring to Independent Claim 1, the **GRASSO '211** patent does not teach or disclose a method for designing a non-medical product in the form of a non-medical simulated prescription bottle containing a promotional message. Additionally, the **GRASSO '211** patent does not disclose or teach the steps of c) selecting a filler and d) ordering the non-medical prescription bottle of Independent Claim 1. The **BRYANT 'GB203** patent does not teach or disclose a non-medical packaging method that selects a non-medical product to be packaged into a non-medical container. Further, the **BRYANT 'GB203** patent does not disclose or teach the step of d) ordering the non-medical prescription bottle of Independent Claim 1. The **HENSON '383** patent does not teach or disclose a method for designing a non-medical product in the form of a non-medical simulated prescription bottle containing a promotional message. Also, the **HENSON '383** patent does not disclose or teach the steps of a) preparing a non-medical prescription label; b) attaching a non-medical prescription label to a non-medical prescription bottle; and c) selecting a filler of Independent Claim 1.

Referring to Independent Claims 4, 11 and 15, the **GRASSO '211** patent does not teach or disclose a method for designing a non-medical product in the form of a non-medical simulated prescription bottle containing an emotional message. Additionally, the **GRASSO '211** patent does not disclose or teach the steps of c) selecting a filler and d) ordering the non-medical prescription bottle of Independent Claims 4, 11 and 15. The **BRYANT 'GB203** patent does not teach or disclose a non-medical packaging method that selects a non-medical product to be packaged into a non-medical container. Further, the **BRYANT 'GB203** patent does not disclose or teach the step of d) ordering the non-medical prescription bottle of Independent Claims 4, 11 and 15. The **HENSON '383** patent does not teach or disclose a method for designing a non-medical product in the form of a non-medical simulated prescription bottle containing an emotional message. Also, the **HENSON '383** patent does not disclose or teach the steps of a) preparing a non-medical prescription label; b) attaching a non-medical prescription label to a non-medical prescription bottle; and c) selecting a filler of Independent Claims 4, 11 and 15.

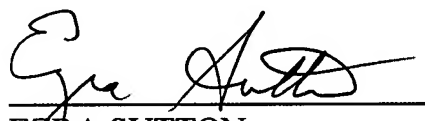
Referring to Independent Claims 8, 14, 16, 19, 22 and 23, the **GRASSO '211** patent does not teach or disclose a method for designing a non-medical product in the form of a non-medical simulated prescription bottle containing a promotional message. Further, the **GRASSO '211** patent does not disclose or teach the steps of c) selecting a filler and d) ordering the non-medical prescription bottle of the aforementioned Independent Claims. The **BRYANT 'GB203** patent does not teach or disclose a non-medical packaging method that

selects a non-medical product to be packaged into a non-medical container. Further, the **BRYANT ‘GB203** patent does not disclose or teach the step of d) ordering the non-medical prescription bottle of Independent Claims 8, 14, 16, 19, 22 and 23. The **HENSON ‘383** patent does not teach or disclose a method for designing a non-medical product in the form of a non-medical simulated prescription bottle containing a promotional message. Also, the **HENSON ‘383** patent does not disclose or teach the steps of a) preparing a non-medical prescription label; b) attaching a non-medical prescription label to a non-medical prescription bottle; and c) selecting a filler of Independent Claims 8, 14, 16, 19, 22 and 23.

CONCLUSION

Therefore, the prior art patents to **GRASSO '211**, **BRYANT 'GB203** and **HENSON '383**, even when combined, do not teach or disclose the claimed features of Amended Independent Claims 1, 4, 8, 11, 14, 15, 16, 19, 22 and 23 and the claims which depend therefrom. For these reasons, it is respectfully requested that Applicant's Amended Claims 1 to 6 and 8 to 23 should be allowed.

Respectfully submitted,
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